DOCUMENT RESUME

ED 403 212 SO 027 565

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TITLE Graphic Design Career Guide 2. Revised Edition.
REPORT NO ISBN-0-8230-2163-7
PUB DATE 92
NOTE 160p.
AVAILABLE FROM Watson-Guptill Publications, 1515 Broadway, New York, NY 10036 ($19.95).
PUB TYPE Guides - General (050) -- Reference Materials - Directories/Catalogs (132)

EDRS PRICE Document Not Available from EDRS.
DESCRIPTORS Advertising; *Artists; *Career Awareness; Career Education; *Careers; Commercial Art; Computer Graphics; Design Crafts; Employment Interviews; *Employment Qualifications; Entrepreneurship; *Graphic Arts; Illustrations; Photography; Portfolios (Background Materials); Professional Education; Resumes (Personal); Secondary Education

ABSTRACT

The graphic design field is diverse and includes many areas of specialization. This guide introduces students to career opportunities in graphic design. The guide is organized in four parts. "Part One: Careers in Graphic Design" identifies and discusses the various segments of the graphic design industry, including: Advertising, Audio-Visual, Book Publishing, Computer Graphics, Design Studio. Exhibition Design, Photography, and Toy Design. "Part Two: Portfolios, Resumes, and Interviews" shows how to put together an impressive portfolio; how to organize and write an effective resume, and how to arrange and conduct an interview. "Part Three: Employment" instructs on how to set priorities, how to deal with the question of money, and what to expect on the job. There is advice for setting up a freelance practice. Suggestions are given for dealing with clients, establishing fees, and working with contracts or letters of agreement. "Part Four: Graphic Design Studies" introduces various types of schools offering a graphic design education, and explains courses needed in order to earn a degree or certificate in graphic design. Appendixes provide directories of advertising agencies, book and magazine publishers, and art schools. Contains references, credits, glossary, and index. (MM)

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